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**Presidency University**

**Bengaluru**

**School of Management**

**Summer term End-Term Examination- August 2024**

**Date**: 6 August 2024

**Time**: 1:00 PM – 4:00PM

**Max Marks**: 100

**Weightage**: 50%

**Semester**: II

**Course Code**: MBA2038

**Course Name**: Digital and Strategic Marketing

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Define a search engine. Give an example. (CO1 Knowledge)

2. List any two advantages of social media marketing. (CO2 Knowledge)

3. List various types of market research with an example each. (CO3 Knowledge)

1. State three generic strategies of Porter. (CO4 Knowledge)
2. Distinguish between on page and off page SEO. (CO1 Knowledge)
3. Define Social Media Marketing. State two benefits. (CO2 Knowledge)
4. Define Idea Screening. State its importance. (CO3 Knowledge)
5. Define Core Competency. (CO4 Knowledge)

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1. What is HTML. Explain its significance. (CO1 Knowledge)
2. What is a Cookie. State its use in digital marketing. (CO2 Knowledge)

11. Define laggards in the context of consumer behaviour. Give an example. (CO3 Knowledge)

12.Define marketing intelligence. List any three tools used by marketers for conducting marketing intelligence activity. (CO4 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

13. The Google AdWords ranking formula decides where your ad is displayed in Search Engine Result page. Your goal as an advertiser is to appear first- or at least within the top three ad results displayed at the top of the page. (CO1 Application)

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1. You are marketing manager for an online medical assistance company. The company has assigned you to promote their products globally using Facebook. Prepare the step by step process used for Facebook promotion. (CO2 Application)

1. Imagine you are a product manager for a software company launching a new productivity tool designed for small businesses. Applying the Technology Adoption Model (TAM), outline how you would assess and address the factors influencing the adoption. (CO3 Application)
2. As an aspiring digital marketer, you have been tasked with designing a comprehensive digital marketing strategy for a new product launch. Your strategy must heavily incorporate Martech (Marketing Technology) tools and platforms. Outline your approach. (CO3 Application)

1. Discuss the significance of BCG matrix in strategic management for a FMCG company of your choice. Provide a detailed explanation of the four quadrants of the matrix and how companies can utilize it to make informed decisions. (CO4 Application)
2. Explain the Ansoff Matrix and its significance in strategic management. Choose a company of your choice and apply the Ansoff Matrix to analyze its growth strategies. Provide detailed explanations for each quadrant of the matrix. (CO4 Application)

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**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over $3 billion, it is parent company Unilever’s biggest-selling brand. In Poland, Knorr’s best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can’t stand in the hypercompetitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr’s new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales
2. Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products.
3. Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media. (CO3 Analysis)
4. The Boston Consulting Group Matrix (BCG Matrix), also referred to as the product portfolio matrix, is a business planning tool used to evaluate the strategic position of a firm’s brand portfolio.The BCG Matrix is one of the most popular portfolio analysis methods. It classifies a firm’s product and/or services into a two-by-two matrix. Each quadrant is classified as low or high performance, depending on the relative market share and market growth rate.Using the BCG Matrix, please go through the undermentioned case & answer the three questions. Jiffy Food Products (JFP) is a US based company that specializes in manufacturing & distributing snacking products. In fact JFP is one of the leading snack manufacturing companies.The firm has over twenty products in its portfolio.Some products are very successful while others have not performed well. The challenge for the board has been the formulation of a strategic policy in the way the company manages the portfolio of its twenty products.As a Consultant to this company, your advice is being sought to address the following questions:

(a) Analyse the Boston Consulting Group (BCG) growth vector matrix with an explanation for all the 4 quadrants.

(b) Dissect what strategic options are available to JCP in accordance to the BCG Matrix.

(c)Examine what limitations are integral to this model . (CO4 Analysis)